

SONY

Q3 FY2018 Consolidated Financial Results

(Three months ended December 31, 2018)

February 1, 2019

Sony Corporation

Q3 FY2018 Consolidated Results

	Q3 FY17	Q3 FY18	Change	Q3 FY18 USD Amount*1
Sales & operating revenue	2,672.3	2,401.8	-270.5 bln yen (-10%)	\$ 21,274
Operating income	350.8	377.0	+26.2 bln yen (+7%)	3,339
Income before income taxes	343.1	340.5	-2.6 bln yen (-1%)	3,016
Net income attributable to Sony Corporation's stockholders	295.9	429.0	+133.1 bln yen (+45%)	3,799
Net income attributable to Sony Corporation's stockholders per share of common stock (diluted)	228.91 yen	330.77 yen	+101.86 yen	2.93 USD
Restructuring charges*2	3.1	6.9	+122%	61
Additions to long-lived assets*3	94.8	93.9	-1%	832
Depreciation and amortization*4	88.2	106.6	+21%	944
Research and development expenses	115.8	121.0	+5%	1,072
Average rate				
1 US dollar	113.0 yen	112.9 yen		
1 Euro	133.0 yen	128.8 yen		

*1 US dollar amounts have been translated from yen, for convenience only, using the average rate listed on this slide.

*2 Restructuring charges are included in operating income as operating expenses (applies to all following pages).

*3 Does not include increase in intangible assets resulting from acquisitions (applies to all following pages).

*4 Includes amortization expenses for intangible assets and for deferred insurance acquisition costs (applies to all following pages).

Q3 FY2018 Consolidated Results: Year-on-year Change

	Year-on-year Change	Factors Contributing (+) Better / (-) Worse
Sales & operating revenue	-270.5 bln yen -10 %	·(-) Significant decreases in Financial Services and MC segment sales On a constant currency basis*, sales decreased 9%.
Operating income	+26.2 bln yen +7 %	·(+) Remeasurement gain recorded in the Music segment as a result of the consolidation of EMI (+116.9 bln yen)
Net effect of other income and expenses	28.7 bln yen deterioration (7.7 bln yen expense → 36.5 bln yen expense)	·(-) Recording of a loss on valuation of equity securities, net (-44.8 bln yen) ·(+) Improvement of net foreign exchange gain (loss) (+11.0 bln yen)
Income tax expense	-129.0 bln yen (Effective tax rate 8% → -30%)	·(+) Reversal of valuation allowances against a significant portion of deferred tax assets in the U.S. consolidated tax group and not recording income tax expense on the remeasurement gain for the equity interest in EMI, resulting in a significant reduction in the effective tax rate.

* See page 26 for information about the impact of foreign exchange rate fluctuations on sales and operating income (loss) (applies to all following pages).

2

Adjusted Operating Income (Q3)

	Operating Income	Adjusted Operating Income	Adjusted Operating Income excludes the following items*
Q3 FY17	350.8 bln yen	344.1 bln yen	<ul style="list-style-type: none"> Gain resulting from the sale of manufacturing equipment in the Semiconductors segment (+6.7 bln yen)
Q3 FY18	377.0 bln yen	260.1 bln yen	<ul style="list-style-type: none"> Remeasurement gain recorded in the Music segment as a result of the consolidation of EMI (+116.9 bln yen)
Change from FY17	+26.2 bln yen	-84.0 bln yen (-24%)	

* These monetary amounts have been disclosed in the Financial Statements, the Presentation slides and the Quarterly Securities Reports for the relevant quarters.

Adjusted operating income is not a measure in accordance with U.S. GAAP. However, Sony believes that this disclosure may be useful information to investors.

3

Adjusted Income Before Income Taxes (Q3)

	Income Before Income Taxes	Adjusted Income Before Income Taxes	Adjusted Income Before Income Taxes excludes the following items*
Q3 FY17	343.1 bln yen	336.4 bln yen	<ul style="list-style-type: none"> Gain resulting from the sale of manufacturing equipment in the Semiconductors segment (+6.7 bln yen)
Q3 FY18	340.5 bln yen	223.6 bln yen	<ul style="list-style-type: none"> Remeasurement gain recorded in the Music segment as a result of the consolidation of EMI (+116.9 bln yen)
Change from FY17	-2.6 bln yen	-112.8 bln yen (-34%)	

* These monetary amounts are disclosed in the Quarterly Financial Statements, the Presentation Slides and the Quarterly Securities Reports for the relevant quarters.

* Beginning from the fiscal quarter ended December 31, 2018, Adjusted Income Before Income Taxes will not include unrealized gains or losses recorded in the relevant quarter for securities investments which result from changes in their value, other than unrealized gains or losses resulting from the occurrence of an extraordinary event pertaining to such securities (e.g., such securities being listed on a securities exchange).

Adjusted income before income taxes is not a measure in accordance with U.S. GAAP. However, Sony believes that this disclosure may be useful information to investors.

4

Adjusted net income attributable to Sony Corporation's stockholders (Q3)

FY17

(Bln Yen)

	Income Before Income Taxes	Taxes	Effective Tax Rate	Net income attributable to Sony Corporation's stockholders
Financial results	343.1	28.2	8.2%	295.9
Adjusted items impacting effective tax rate				
Impact from tax reform in the United States *1	-	+13.8	-	-13.8
Subtotal	343.1	42.0	12.3%	282.1
Other Adjusted items *2	-6.7	-0.8	12.3%	-5.9
Adjusted results	336.4	41.2	12.3%	276.2

FY18

	Income Before Income Taxes	Taxes	Effective Tax Rate	Net income attributable to Sony Corporation's stockholders
Financial results	340.5	-100.7	-29.6%	429.0
Adjusted items impacting effective tax rate				
Remeasurement gain relating to consolidation of EMI *1,2	-116.9	-	-	-116.9
Reversal of valuation allowance for deferred tax assets *1	-	+154.2	-	-154.2
Subtotal	223.6	53.5	23.9%	157.9
Other Adjusted items *2	-	-	-	-
Adjusted results	223.6	53.5	23.9%	157.9

* 1 These monetary amounts are disclosed in the Quarterly Financial Statements, the Presentation Slides and the Quarterly Securities Reports for the relevant quarters.

* 2 See page 4 for the detail of adjusted items.

Adjusted results are not a measure in accordance with U.S. GAAP. However, Sony believes that this disclosure may be useful information to investors.

5

Q3 FY2018 Results by Segment

(Bln Yen)

		Q3 FY17	Q3 FY18	Change	FX Impact
Game & Network Services (G&NS)	Sales	718.0	790.6	+72.6	-9.5
	Operating income	85.4	73.1	-12.3	-4.2
Music	Sales	218.4	209.4	-9.1	-0.1
	Operating income	39.3	147.1	+107.8	
Pictures	Sales	260.3	276.7	+16.4	-0.2
	Operating income	10.5	11.6	+1.1	
Home Entertainment & Sound (HE&S)	Sales	429.8	388.8	-41.0	-12.9
	Operating income	46.2	47.5	+1.3	-10.2
Imaging Products & Solutions (IP&S)	Sales	181.1	188.0	+6.9	-3.3
	Operating income	26.0	34.2	+8.3	-2.4
Mobile Communications (MC)	Sales	217.5	137.2	-80.3	-1.1
	Operating income	15.8	-15.5	-31.3	-0.2
Semiconductors	Sales	250.9	230.3	-20.6	-0.3
	Operating income	60.6	46.5	-14.0	-0.2
Financial Services	Revenue	373.3	163.6	-209.7	
	Operating income	56.3	37.9	-18.4	
All Other	Sales	108.6	101.4	-7.2	
	Operating income	2.3	6.1	+3.8	
Corporate and elimination	Sales	-85.7	-84.2	+1.5	
	Operating income	8.5	-11.5	-20.0	
Consolidated total	Sales	2,672.3	2,401.8	-270.5	
	Operating income	350.8	377.0	+26.2	

* Sales and Revenue in each business segment represents sales and revenue recorded before intersegment transactions are eliminated. Operating income in each business segment represents operating income reported before intersegment transactions are eliminated and excludes unallocated corporate expenses (applies to all following pages).

** Both Sales and Revenue include operating revenue and intersegment sales (applies to all following pages).

6

Q1-Q3 FY2018 Consolidated Results

(Bln Yen, Mln US dollar)

	Q1-Q3 FY17	Q1-Q3 FY18	Change	Q1-Q3 FY18 USD Amount*
Sales & operating revenue	6,593.0	6,538.2	-54.8 bln yen (-1%)	\$58,797
Operating income	712.7	811.5	+98.8 bln yen (+14%)	7,298
Income before income taxes	690.6	899.0	+208.4 bln yen (+30%)	8,085
Net income attributable to Sony Corporation's stockholders	507.6	828.4	+320.8 bln yen (+63%)	7,450
Net income attributable to Sony Corporation's stockholders per share of common stock (diluted)	393.05 yen	638.89 yen	+245.84 yen	5.75 USD
Restructuring charges	7.1	11.9	+66%	107
Additions to long-lived assets	238.0	226.2	-5%	2,034
Depreciation and amortization	258.2	278.4	+8%	2,504
Research and development expenses	326.4	345.0	+6%	3,103
Average rate				
1 US dollar	111.7 yen	111.2 yen		
1 Euro	128.5 yen	129.5 yen		

* US dollar amounts have been translated from yen, for convenience only, using the average rate listed on this slide.

7

Adjusted Operating Income (Q1-Q3)

	Operating Income	Adjusted Operating Income	Adjusted Operating Income excludes the following items*
Q1-Q3 FY17	712.7 bln yen	668.4 bln yen	<ul style="list-style-type: none"> Gain resulting from the sale of an equity interest in a manufacturing subsidiary in the camera modules business (+28.3 bln yen) Insurance recoveries related to the 2016 Kumamoto Earthquakes (+9.3 bln yen) Gain resulting from the sale of manufacturing equipment in the Semiconductors segment (+6.7 bln yen)
Q1-Q3 FY18	811.5 bln yen	712.0 bln yen	<ul style="list-style-type: none"> Impairment charge against long-lived assets in the MC segment (-17.4 bln yen) Remeasurement gain recorded in the Music segment as a result of the consolidation of EMI (+116.9 bln yen)
Change from FY17	+98.8 bln yen	+43.6 bln yen (+7%)	

* These monetary amounts have been disclosed in the Financial Statements, the Presentation slides and the Quarterly Securities Reports for the relevant quarters

Adjusted operating income is not a measure in accordance with U.S. GAAP. However, Sony believes that this disclosure may be useful information to investors.

8

Adjusted Income Before Income Taxes (Q1-Q3)

	Income Before Income Taxes	Adjusted Income Before Income Taxes	Adjusted Income Before Income Taxes excludes the following items*
Q1-Q3 FY17	690.6 bln yen	646.3 bln yen	<ul style="list-style-type: none"> Gain resulting from the sale of an equity interest in a manufacturing subsidiary in the camera modules business (+28.3 bln yen) Insurance recoveries related to the 2016 Kumamoto Earthquakes (+9.3 bln yen) Gain resulting from the sale of manufacturing equipment in the Semiconductors segment (+6.7 bln yen)
Q1-Q3 FY18	899.0 bln yen	681.7 bln yen	<ul style="list-style-type: none"> Impairment charge against long-lived assets in the MC segment (-17.4 bln yen) Remeasurement gain recorded in the Music segment as a result of the consolidation of EMI (+116.9 bln yen) Unrealized and realized gains on shares of Spotify (+117.8 bln yen, net)
Change from FY17	+208.4 bln yen	+35.4 bln yen (+5%)	

* These monetary amounts are disclosed in the Quarterly Financial Statements, the Presentation Slides and the Quarterly Securities Reports for the relevant quarters.

* Beginning from the fiscal quarter ended December 31, 2018, Adjusted Income Before Income Taxes will not include unrealized gains or losses recorded in the relevant quarter for securities investments which result from changes in their value, other than unrealized gains or losses resulting from the occurrence of an extraordinary event pertaining to such securities (e.g., such securities being listed on a securities exchange). Therefore, unrealized losses related to Spotify shares recorded for the fiscal quarter ended December 31, 2018 are not included.

Adjusted income before income taxes is not a measure in accordance with U.S. GAAP. However, Sony believes that this disclosure may be useful information to investors.

9

Adjusted net income attributable to Sony Corporation's stockholders (Q1-Q3)

FY17

(Bln Yen)

	Income Before Income Taxes	Taxes	Effective Tax Rate	Net income attributable to Sony Corporation's stockholders
Financial results	690.6	138.5	20.1%	507.6
Adjusted items impacting effective tax rate				
Impact from tax reform in the United States *1	-	+13.8	-	-13.8
Subtotal	690.6	152.3	22.1%	493.8
Other Adjusted items *2	-44.3	-9.8	22.1%	-34.5
Adjusted results	646.3	142.5	22.1%	459.3

FY18

	Income Before Income Taxes	Taxes	Effective Tax Rate	Net income attributable to Sony Corporation's stockholders
Financial results	899.0	33.8	3.8%	828.4
Adjusted items impacting effective tax rate				
Remeasurement gain relating to consolidation of EMI *1,2	-116.9	-	-	-116.9
Reversal of valuation allowance for deferred tax assets *1	-	+154.2	-	-154.2
Subtotal	782.1	188.0	24.0%	557.3
Other Adjusted items *2	-100.4	-24.1	24.0%	-76.3
Adjusted results	681.7	163.9	24.0%	481.0

* 1 These monetary amounts are disclosed in the Quarterly Financial Statements, the Presentation Slides and the Quarterly Securities Reports for the relevant quarters.

* 2 See page 9 for the detail of adjusted items.

Adjusted results are not a measure in accordance with U.S. GAAP. However, Sony believes that this disclosure may be useful information to investors.

10

Q1-Q3 FY2018 Results by Segment

(Bln Yen)

		Q1-Q3 FY17	Q1-Q3 FY18	Change	FX Impact
Game & Network Services (G&NS)	Sales	1,499.2	1,812.8	+313.5	-3.3
	Operating income	157.8	247.2	+89.3	-0.3
Music	Sales	593.6	594.7	+1.1	-1.4
	Operating income	96.9	210.7	+113.8	
Pictures	Sales	710.1	692.7	-17.4	-2.6
	Operating income	8.7	27.5	+18.8	
Home Entertainment & Sound (HE&S)	Sales	987.6	935.8	-51.8	-18.0
	Operating income	93.2	89.3	-3.9	-15.1
Imaging Products & Solutions (IP&S)	Sales	493.5	516.1	+22.6	-1.6
	Operating income	68.1	82.1	+14.1	-1.5
Mobile Communications (MC)	Sales	570.8	387.5	-183.2	-2.8
	Operating income	17.0	-56.1	-73.0	+2.8
Semiconductors	Sales	683.6	687.0	+3.5	-2.3
	Operating income	165.4	123.6	-41.8	-1.9
Financial Services	Revenue	955.7	852.2	-103.4	
	Operating income	139.1	117.6	-21.5	
All Other	Sales	330.6	273.4	-57.2	
	Operating income	-6.0	11.4	+17.4	
Corporate and elimination	Sales	-231.7	-214.1	+17.6	
	Operating income	-27.4	-41.9	-14.5	
Consolidated total	Sales	6,593.0	6,538.2	-54.8	
	Operating income	712.7	811.5	+98.8	

11

FY2018 Consolidated Results Forecast

(Bln Yen)

	FY17	FY18 October Forecast	FY18 February Forecast	Change from October Forecast
Sales & operating revenue	8,544.0	8,700	8,500	-200 bln yen (-2%)
Operating income	734.9	870	870	-
Income before income taxes	699.0	975	950	-25 bln yen (-3%)
Net income attributable to Sony Corporation's stockholders	490.8	705	835	+130 bln yen (+18%)
Restructuring charges	22.4	27	27	-
Additions to long-lived assets	332.1	360	360	-
Depreciation and amortization	361.4	360	370	+10 bln yen
Research and development expenses	458.5	470	470	-
Operating Cash Flow* (Sony without Financial Services)	770.6	830	830	-
Average rate	Actual	Assumption (2H FY18)	Assumption (Q4 FY18)	Dividend per Share
1 US dollar	110.9 yen	Approx. 112 yen	Approx. 111 yen	Interim 15 yen
1 Euro	129.7 yen	Approx. 132 yen	Approx. 127 yen	Year-end (Planned) 20 yen
				Full year (Planned) 35 yen

* Operating cash flow (Sony without Financial Services) is not a measure in accordance with U.S. GAAP. However, Sony believes that this disclosure may be useful information to investors. Please refer to F-11 in "Q3 FY18 Financial Statements" for Condensed Statements of Cash Flows for Sony without Financial Services.

12

FY2018 Consolidated Results Forecast: Change from October Forecast

	Change from October Forecast	Contributing Factors (+) Better / (-) Worse
Sales & operating revenue	-200 bln yen -2 %	· (-) Lower-than-expected sales in the Financial Services, Semiconductors, MC and IP&S segments
Operating income	-	· (+) Removal of allocation for contingencies incorporated into the October forecast for All Other, Corporate and elimination · (-) Downward revision in operating income of the Financial Services and Semiconductors segments
Net income attributable to Sony Corporation's stockholders	+130 bln yen +18 %	· (+) Reversal of valuation allowances against a significant portion of deferred tax assets in the U.S. consolidated tax group, resulting in a tax benefit being recorded · (-) Downward revision in the forecast for income before income taxes

13

FY2018 Results Forecast by Segment

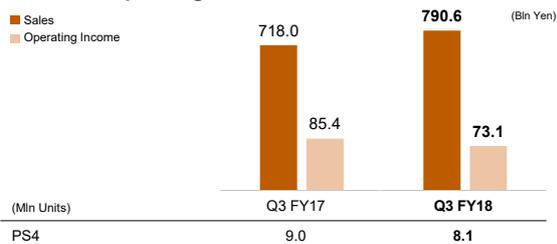
(Bln Yen)

		FY17	FY18 October Forecast	FY18 February Forecast	Change from October Forecast
Game & Network Services (G&NS)	Sales	1,943.8	2,350	2,350	-
	Operating income	177.5	310	310	-
Music	Sales	800.0	820	820	-
	Operating income	127.8	230	230	-
Pictures	Sales	1,011.1	1,000	1,000	-
	Operating income	41.1	50	50	-
Home Entertainment & Sound (HE&S)	Sales	1,222.7	1,150	1,150	-
	Operating income	85.8	86	86	-
Imaging Products & Solutions (IP&S)	Sales	655.9	680	670	-10
	Operating income	74.9	81	81	-
Mobile Communications (MC)	Sales	723.7	510	490	-20
	Operating income	-27.6	-95	-95	-
Semiconductors	Sales	850.0	910	870	-40
	Operating income	164.0	140	130	-10
Financial Services	Revenue	1,228.4	1,270	1,180	-90
	Operating income	178.9	170	160	-10
All Other, Corporate and elimination	Operating Income	-87.6	-102	-82	+20
Consolidated total	Revenue	8,544.0	8,700	8,500	-200
	Operating income	734.9	870	870	-

14

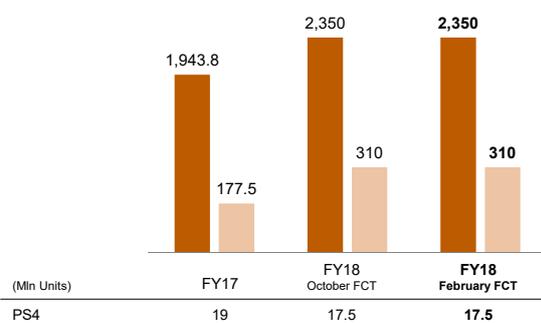
Game & Network Services Segment

Sales and Operating Income



Q3 FY2018 (year-on-year)

- Sales: 72.6 bln yen (10%) significant increase (FX Impact: -9.5 bln yen)
 - (+) Increase in game software sales
 - (-) Impact of decrease in PlayStation®4 (PS4™) hardware unit sales and selling at promotional prices during the year-end selling season
- OI: 12.3 bln yen decrease (FX Impact: -4.2 bln yen)
 - (-) Decrease in PS4 hardware sales
 - (-) Negative impact of foreign exchange rates
 - (+) Increase in game software sales



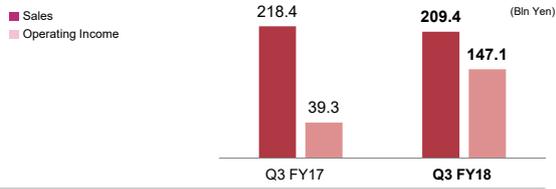
FY2018 Forecast

- Sales / OI : Remain unchanged from October forecast

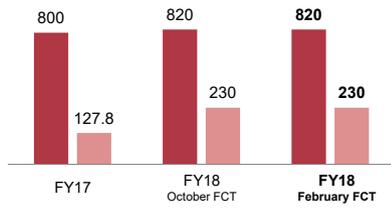
15

Music Segment

Sales and Operating Income



Recorded Music Category Revenue	128.2	117.4
Streaming* Revenue (included above)	55.5	62.7



Recorded Music Category Revenue	447.0
Streaming* Revenue (included above)	197.4

* Streaming includes digital audio, digital video and digital radio, and includes revenue from both subscription and ad-supported services.

Q3 FY2018 (year-on-year)

- Sales: 9.1 bln yen (4%) decrease (FX Impact: -0.1 bln yen)
 - (-) Decrease in Recorded Music sales
 - (-) Impact of the new accounting standard
 - (-) Decrease in Visual Media & Platform sales
 - (-) Decrease in mobile game revenues
 - (+) Increase in Music Publishing sales primarily due to the consolidation of EMI
- OI: 107.8 bln yen significant increase
 - (+) Recording of a remeasurement gain (116.9 bln yen) resulting from the consolidation of EMI and recording of equity in net loss (5.2 bln yen) primarily resulting from expenses pursuant to the acquisition of the approximately 60% stake in EMI

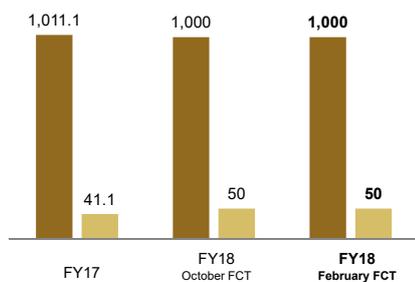
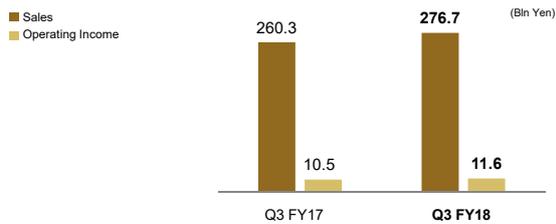
FY2018 Forecast

- Sales / OI : Remain unchanged from October forecast

16

Pictures Segment

Sales and Operating Income



Q3 FY2018 (year-on-year)

The following analysis is on a U.S. dollar basis

- Sales: 16.4 bln yen (6%) increase (U.S. dollar basis: +147 mil USD / +6%)
 - (+) Increase in sales for Motion Pictures
 - (+) Increase in worldwide theatrical revenues due to the strong performance of *Venom*
 - (+) Higher television licensing revenues for catalog titles
 - (-) Decrease in sales for Television Productions due to lower licensing revenues for U.S. television series
- OI: 1.1 bln yen increase
 - (+) Impact of higher Motion Pictures sales
 - (-) Recording of programming write-offs and severance expenses related to a review of the channel portfolio within Media Networks undertaken to streamline the business (-11.3 bln yen)

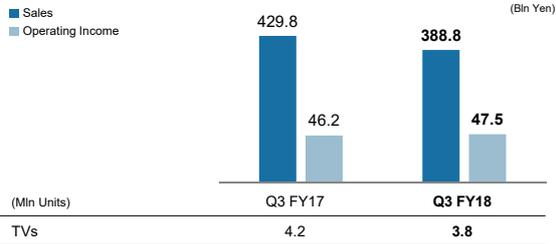
FY2018 Forecast

- Sales / OI : Remain unchanged from October forecast

17

Home Entertainment & Sound Segment

Sales and Operating Income

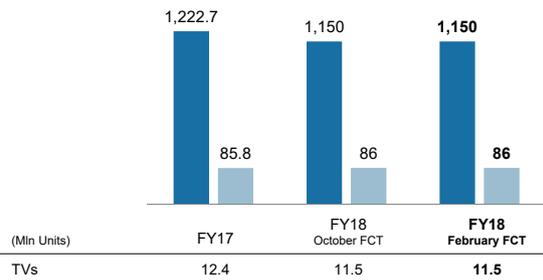


Q3 FY2018 (year-on-year)

- Sales: 41.0 bln yen (10%) decrease (FX impact: -12.9 bln yen)
 - (-) Decrease in television unit sales resulting from a strategic decision not to pursue scale in order to focus on profitability
 - (-) Impact of foreign exchange rates
- OI: 1.3 bln yen increase (FX Impact: -10.2 bln yen)
 - (+) Improvement in the product mix of televisions reflecting a shift to high value-added models
 - (+) Decrease in indirect costs at sales companies*
 - (-) Negative impact of foreign exchange rates
 - (-) Decrease in sales

FY2018 Forecast

- Sales / OI : Remain unchanged from October forecast

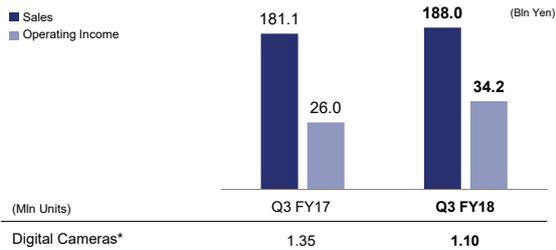


*A change has been made to the calculation method used for allocating indirect expenses incurred by sales companies to the segments every quarter. For details, please refer to F-5 in "Q3 FY18 Financial Statements".

18

Imaging Products & Solutions Segment

Sales and Operating Income

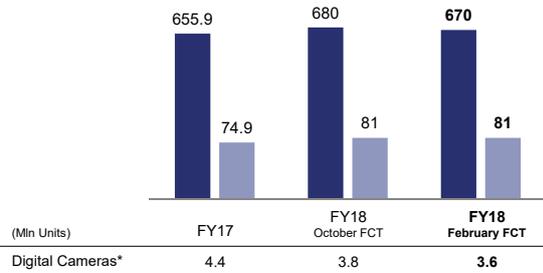


Q3 FY2018 (year-on-year)

- Sales: 6.9 bln yen (4%) increase (FX Impact: -3.3 bln yen)
 - (+) Improvement in the product mix reflecting a shift to high value-added models
- OI: 8.3 bln yen increase (FX Impact: -2.4 bln yen)
 - (+) Improvement in the product mix reflecting a shift to high value-added models
 - (+) Reductions in operating costs

FY2018 Forecast (change from October forecast)

- Sales: 10 bln yen (1%) downward revision
 - (-) Decrease in unit sales of compact digital cameras
- OI: Remain unchanged from October forecast
 - (+) Improvement in product mix reflecting a shift to high value-added models
 - (+) Reductions in operating costs
 - (-) Decrease in sales

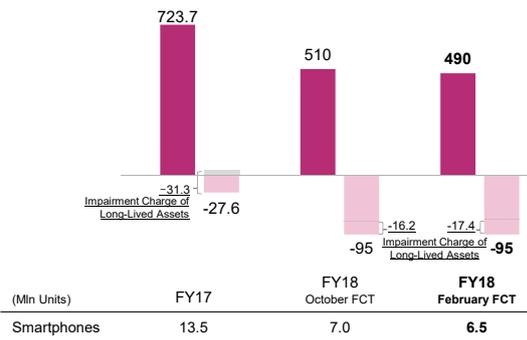


* Includes compact digital cameras and interchangeable single-lens cameras / Excludes interchangeable lenses.

19

Mobile Communications Segment

Sales and Operating Income



Q3 FY2018 (year-on-year)

- Sales: 80.3 bln yen (37%) significant decrease (FX Impact: -1.1 bln yen)
 - (-) Decrease in smartphone unit sales mainly in Japan, Europe and Latin America
- OI: 31.3 bln yen deterioration (FX Impact: -0.2 bln yen)
 - (-) Decrease in sales
 - (+) Reductions in operating costs

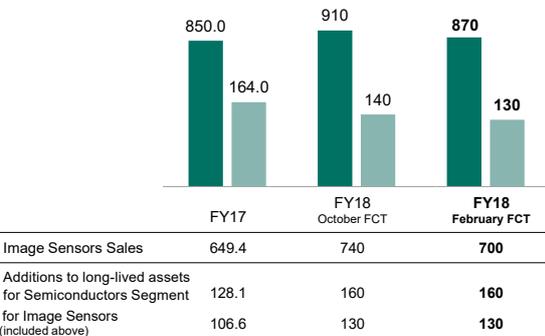
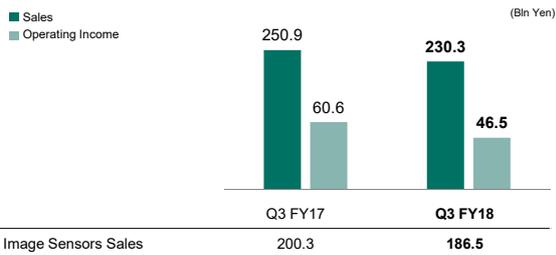
FY2018 Forecast (change from October forecast)

- Sales: 20 bln yen (4%) downward revision
 - (-) Decrease in smartphone unit sales mainly in Japan, Europe, and East Asia
- OI: Remains unchanged from October forecast
 - (-) Decrease in sales
 - (+) Reductions in operating costs

20

Semiconductors Segment

Sales and Operating Income



Q3 FY2018 (year-on-year)

- Sales: 20.6 bln yen (8%) decrease (FX Impact: -0.3 bln yen)
 - (-) Decrease in sales of image sensors for mobile products
 - (-) Decrease in unit sales
 - (+) Improvement in the product mix reflecting a focus on high value-added models
 - (-) Significant decrease in sales of camera modules business
- OI: 14.0 bln yen decrease (FX Impact: -0.2 bln yen)
 - (-) Decrease in sales of image sensors for mobile products
 - (-) Increase in research and development expenses as well as in depreciation and amortization expenses
 - (-) Absence of 6.7 billion yen gain resulting from the sale of manufacturing equipment recorded in Q3 FY17
 - (+) Reductions in manufacturing operating costs

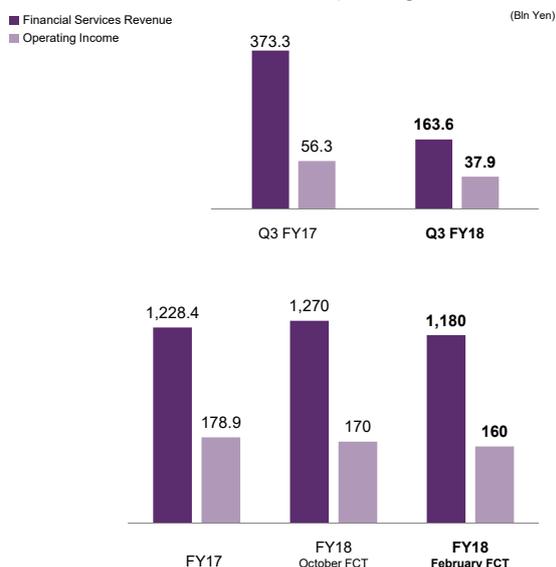
FY2018 Forecast (change from October forecast)

- Sales: 40 bln yen (4%) downward revision
 - (-) Decrease in lower-than-expected unit sales of image sensors for mobile products and for factory automation and surveillance cameras
 - (+) Improvement in the product mix of image sensors for mobile products
- OI: 10 bln yen downward revision
 - (-) Decrease in sales

21

Financial Services Segment

Financial Services Revenue and Operating Income



Q3 FY2018 (year-on-year)

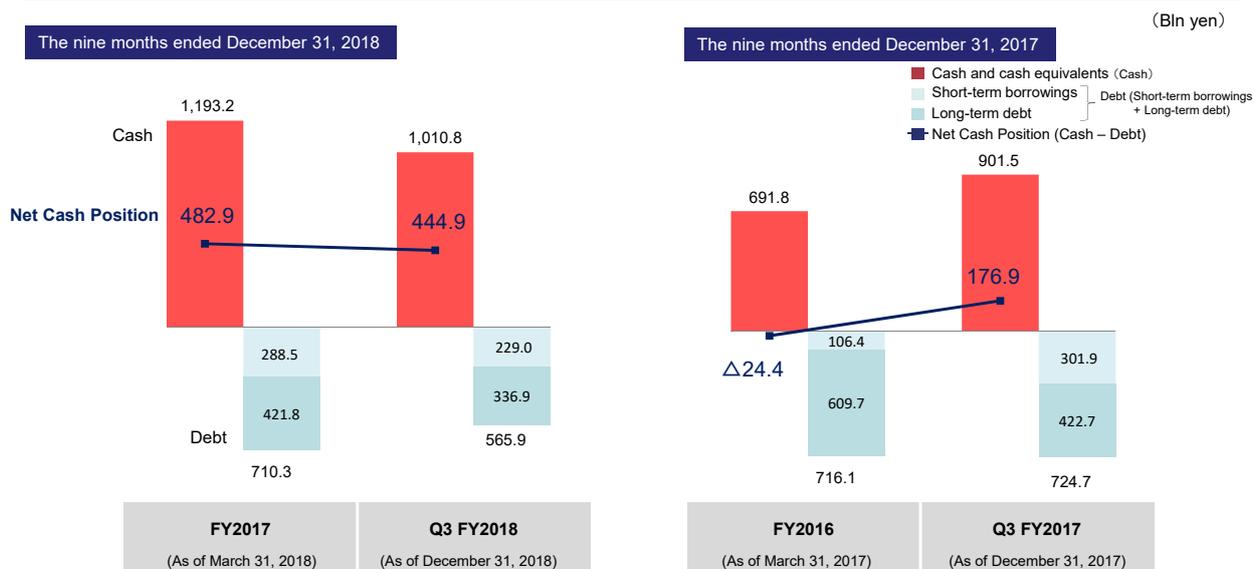
- Revenue: 209.7 bln yen (56%) significant decrease
 - (-) Significant decrease in revenue at Sony Life (209.2 bln yen decrease, revenue: 130.1 bln yen)
 - (-) Deterioration of investment performance in the separate accounts
- OI: 18.4 bln yen significant decrease
 - (-) Significant decrease at Sony Life (17.0 bln yen decrease, OI: 35.8 bln yen)
 - (-) Absence of a gain on the sale of real estate held for investment purposes recorded in Q3 FY17
 - (-) Recording of a loss on the valuation of securities investments at Sony Bank

FY2018 Forecast (change from October forecast)

- Sales: 90 bln yen (7%) downward revision
 - (-) Deterioration in investment performance in the separate accounts at Sony Life
- OI: 10 bln yen downward revision
 - (-) Sony Life: Recording of a loss on the valuation of securities investments in the general account
 - (-) Sony Bank: Recording of a loss on the valuation of securities

22

Cash, Debt Balance (Sony without Financial Services)

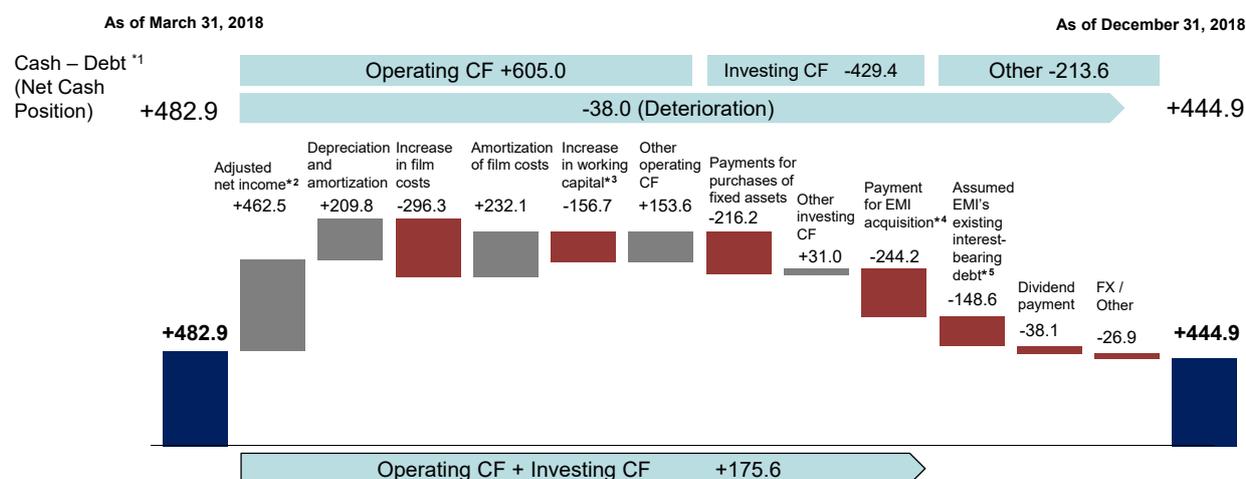


Please refer to F-9 in "Q3 FY17 Financial Statements" and F-9 in "Q3 FY18 Financial Statements" for condensed balance sheets for Sony without Financial Services.

23

Q3 FY2018 Cash Flow (CF) Analysis (Sony without Financial Services)

(Bln yen)



^{*1} Please refer to P.23.

^{*2} This is the total of the following items contained in the "Q3 FY18 Financial Statements": "Net income (loss)" + "Other operating (income) expense, net" + "(Gain) loss on marketable securities and securities investments, net" on page F-11 (Statements of Cash Flows for Sony without Financial Services), + the amount of the reversal of valuation allowances on page F-15 (Reversal of valuation allowances of Sony Americas Holding Inc. and its U.S. consolidated tax filing group).

^{*3} This is the total of the following items contained in the "Q3 FY18 Financial Statements": "(Increase) decrease in notes, accounts receivable, trade and contract assets" + "(Increase) decrease of inventories" + "Increase (decrease) in notes and accounts payable, trade" on page F-11.

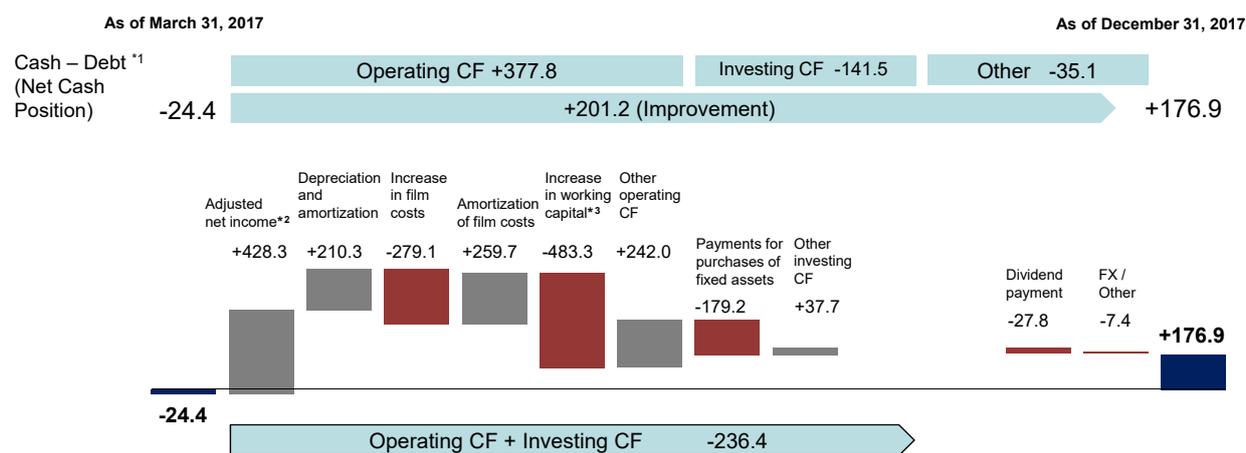
^{*4} Please refer to "Payment for EMI Music Publishing acquisition, net of cash acquired" on page F-4 (Statements of Consolidated Cash flows) of "Q3 FY18 Financial Statements".

^{*5} Please refer to "Assumed EMI's existing interest-bearing debt" on page F-15 (Acquisition of EMI Music Publishing) of "Q3 FY18 Financial Statements"; note that 108.9 bln yen was repaid after assumption of the debt.

24

Q3 FY2017 Cash Flow (CF) Analysis (Sony without Financial Services)

(Bln yen)



^{*1} Please refer to P.23.

^{*2} This is the total of the following items contained in the "Q3 FY17 Financial Statements": "Net income (loss)" + "Other operating (income) expense, net" + "(Gain) loss on marketable securities and securities investments, net" on page F-11 (Statements of Cash Flows for Sony without Financial Services).

^{*3} This is the total of the following items contained in the "Q3 FY17 Financial Statements": "(Increase) decrease in notes, accounts receivable, trade and contract assets" + "(Increase) decrease of inventories" + "Increase (decrease) in notes and accounts payable, trade" on page F-11.

25

Notes

Sales on a Constant Currency Basis and Impact of Foreign Exchange Rate Fluctuations

The descriptions of sales on a constant currency basis reflect sales calculated by applying the yen's monthly average exchange rates from the previous fiscal year, or the same quarter of the previous fiscal year, to local currency-denominated monthly sales in the current fiscal year, or the current quarter, respectively. For Sony Music Entertainment, Sony/ATV Music Publishing and EMI Music Publishing ("EMI") in the Music segment, and in the Pictures segment, the constant currency amounts are calculated by applying the monthly average U.S. dollar / yen exchange rates after aggregation on a U.S. dollar basis.

The impact of foreign exchange rate fluctuations on sales is calculated by applying the change in the yen's periodic weighted average exchange rates for the previous fiscal year, or the same quarter of the previous fiscal year, from the current fiscal year, or the current quarter, respectively, to the major transactional currencies in which the sales are denominated. The impact of foreign exchange rate fluctuations on operating income (loss) is calculated by subtracting from the impact on sales the impact on cost of sales and selling, general and administrative expenses calculated by applying the same major transactional currencies calculation process to cost of sales and selling, general and administrative expenses as for the impact on sales. Additionally, the MC segment enters into its own foreign exchange hedging transactions. The impact of those transactions is included in the impact of foreign exchange rate fluctuations on operating income (loss) for that segment.

This information is not a substitute for Sony's consolidated financial statements measured in accordance with U.S. GAAP. However, Sony believes that these disclosures provide additional useful analytical information to investors regarding the operating performance of Sony.

Notes about Financial Performance of the Music, Pictures and Financial Services segments

On November 14, 2018, Sony acquired the entirety of the approximately 60% equity interest held by the investor consortium led by Mubadala Investment Company in DH Publishing, L.P, which owned and managed EMI, resulting in EMI becoming a wholly-owned subsidiary of Sony. Financial results of EMI included in the Music segment include Sony's equity earnings (loss) in EMI from April 1 through November 13, 2018 and sales and operating income (loss) of EMI from November 14, 2018 through December 31, 2018, as well as a non-cash gain recorded as a result of the remeasurement to fair value of the approximately 40% equity interest in EMI that Sony owned prior to the acquisition.

The Music segment results include the yen-translated results of Sony Music Entertainment, Sony/ATV Music Publishing and the above-mentioned EMI, all U.S.-based operations which aggregate the results of their worldwide subsidiaries on a U.S. dollar basis, and the results of Sony Music Entertainment (Japan) Inc., a Japan-based music company which aggregates its results in yen.

The results presented in Pictures are a yen-translation of the results of Sony Pictures Entertainment Inc., a U.S.-based operation that aggregates the results of its worldwide subsidiaries on a U.S. dollar basis.

The Financial Services segment results include Sony Financial Holdings Inc. ("SFH") and SFH's consolidated subsidiaries such as Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc. The results of SFH and its consolidated subsidiaries discussed in the Financial Services segment differ from the results that these companies disclose separately on a Japanese statutory basis.

26

Cautionary Statement

Statements made in this presentation with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Sony. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "intend," "seek," "may," "might," "could" or "should," and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions, judgments and beliefs in light of the information currently available to it. Sony cautions investors that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore investors should not place undue reliance on them. Investors also should not rely on any obligation of Sony to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Sony disclaims any such obligation. Risks and uncertainties that might affect Sony include, but are not limited to:

- (i) Sony's ability to maintain product quality and customer satisfaction with its products and services;
- (ii) Sony's ability to continue to design and develop and win acceptance of, as well as achieve sufficient cost reductions for, its products and services, including image sensors, game and network platforms, smartphones and televisions, which are offered in highly competitive markets characterized by severe price competition and continual new product and service introductions, rapid development in technology and subjective and changing customer preferences;
- (iii) Sony's ability to implement successful hardware, software, and content integration strategies, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
- (iv) the effectiveness of Sony's strategies and their execution, including but not limited to the success of Sony's acquisitions, joint ventures, investments, capital expenditures, restructurings and other strategic initiatives;
- (v) changes in laws, regulations and government policies in the markets in which Sony and its third-party suppliers, service providers and business partners operate, including those related to taxation, as well as growing consumer focus on corporate social responsibility;
- (vi) Sony's continued ability to identify the products, services and market trends with significant growth potential, to devote sufficient resources to research and development, to prioritize investments and capital expenditures correctly and to recoup its investments and capital expenditures, including those required for technology development and product capacity;
- (vii) Sony's reliance on external business partners, including for the procurement of parts, components, software and network services for its products or services, the manufacturing, marketing and distribution of its products, and its other business operations;
- (viii) the global economic and political environment in which Sony operates and the economic and political conditions in Sony's markets, particularly levels of consumer spending;
- (ix) Sony's ability to meet operational and liquidity needs as a result of significant volatility and disruption in the global financial markets or a ratings downgrade;
- (x) Sony's ability to forecast demands, manage timely procurement and control inventories;
- (xi) foreign exchange rates, particularly between the yen and the U.S. dollar, the euro and other currencies in which Sony makes significant sales and incurs production costs, or in which Sony's assets, liabilities and operating results are denominated;
- (xii) Sony's ability to recruit, retain and maintain productive relations with highly skilled personnel;
- (xiii) Sony's ability to prevent unauthorized use or theft of intellectual property rights, to obtain or renew licenses relating to intellectual property rights and to defend itself against claims that its products or services infringe the intellectual property rights owned by others;
- (xiv) the impact of changes in interest rates and unfavorable conditions or developments (including market fluctuations or volatility) in the Japanese equity markets on the revenue and operating income of the Financial Services segment;
- (xv) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful asset liability management in the Financial Services segment;
- (xvi) risks related to catastrophic disasters or similar events;
- (xvii) the ability of Sony, its third-party service providers or business partners to anticipate and manage cybersecurity risk, including the risk of unauthorized access to Sony's business information and the personally identifiable information of its employees and customers, potential business disruptions or financial losses; and
- (xviii) the outcome of pending and/or future legal and/or regulatory proceedings.

Risks and uncertainties also include the impact of any future events with material adverse impact. Important information regarding risks and uncertainties is also set forth in Sony's most recent Form 20-F, which is on file with the U.S. Securities and Exchange Commission.

27